

PERSPECTIVES

By Professor McKinley Burt

The Best Texts and Curriculum Are In Your Mind

Let's do a little recap of the past three-weeks' series on African American experiences in small town and rural Oregon (mostly mine). There was "Mama, You Ought to See All the X-Mas Trees Out Here", "Be Prepared! Even If You're Not a Boy Scout", and "Staying Clean in Southern Oregon".

If there was one single thread that ran through the entire recital it was the admonition or advice, "Be prepared, or else." And I made frequent reference to the fact it was that excellent education in the early grades which enabled this high school dropout to meet successfully every challenge and to overcome every obstacle. There must have been many raised eyebrows as I cited competently practiced professions and crafts where entry into the ranks was attained by passing tough examinations and interviews; from law school entrance to certification for Federal Tax Court Practice and electronic instrument technician.

To place that education in "early grades" in context let me quote a boast attributed to my mother and my aunt who were 1920 graduates of "Stowe's Teachers College", St. Louis Missouri (these institutions were called "normal schools" in those days): "If I were set down in a ramshackle school with no textbooks, I could take Thomas' Register of Manufacturers", a set of tomes I introduced to my students at Portland State University. What it does is provide the purchasing agents of American Industry with classified list of "where you get it"--the machines, parts, supplies, instruments and raw materials necessary to the manufacture of every conceivable device used to support our way of life. It is there from cranes and bulldozers to shopping carts and baby buggies and strollers, from steel mills and foundry equipment to service station pumps and street cars, from oil refinery and sugar refiners to freight cars, barges and airplanes, from glass, paper bags, postal scales and hair curlers to bolts,

ter of Manufacturers, Shakespeare and the Bible"--and I'd turn out students who would be accepted by the best universities in the country." And my aunt, Marjorie Scott, did just that over the years--though not permitted to install her ideal curriculum (my mother left the profession early on, having met my persuasive father).

Now, for those of you who may have difficulty in accepting the idea of such an inordinate dependence upon these three "texts", let me clue you in to a learning paradigm that was a critical element of educational processes at an earlier time in this country. There was not the plethora of uniform, statewide assembly line curriculum guides and lesson plans "written in stone"--nor were there hordes of mind-frozen "experts" and consultants who had each discovered a particular holy grail of methodology for curing cognitive ills--but, rather, teacher college and teacher alike understood that students learned best (and quicker) when, after first being equipped with the basic skills of mathematics and language, they would go on to create books and texts IN THEIR MINDS if provided with a relevant input of classic materials and experiences.

Let us "look" at "Thomas' Register of Manufacturers", a set of tomes I introduced to my students at Portland State University. What it does is provide the purchasing agents of American Industry with classified list of "where you get it"--the machines, parts, supplies, instruments and raw materials necessary to the manufacture of every conceivable device used to support our way of life. It is there from cranes and bulldozers to shopping carts and baby buggies and strollers, from steel mills and foundry equipment to service station pumps and street cars, from oil refinery and sugar refiners to freight cars, barges and airplanes, from glass, paper bags, postal scales and hair curlers to bolts,

screws, fasteners, wheels, gears, pulleys and whatever else needed to make it all run spin, calibrate, shake or fly.

Now this "encyclopedia" not only tells you who makes it and who sells it in your area, but quite often DESCRIBES THE MACHINE AND FUNCTIONS IN DETAIL! You may be introduced to chemistry, physics, mathematics, economics and infrastructure particulars in clear, easy to understand language (the seller wants you to have no trouble at all in understanding his claim that the product is the very best to be had). Also, the set is replete with tables of weights and measures (British and metric), of atmospheric and terrestrial functions, of chemical and thermal values, and mathematical terms and equations. Now, is it any wonder that many of America's greatest scientists and industrialists, though high school or grammar school dropouts, got their "excellent" education in the public library (including the "Black Inventors of America")?

Now, for the other two "texts" cited by my mother and aunt as prerequisites for that idealized "prep school" of theirs, "Shakespeare and the Bible". I'll not do your work for you here, I will simply state a fact, "AT LEAST FIFTY PERCENT OF THE QUOTATIONS, PROVERBS, IDIOMS AND ADAGES IN THE ENGLISH LANGUAGE ARE FROM THESE TWO SOURCES!" Check it out--use "Bartlett's Quotations" or similar references.

What more can I say? An excellent or classic education has nothing to do with modern architecture, air conditioning, lighting and plumbing, nor with a rigidity of methodology or curriculum--but it has everything to do with basic skills and teachers who can use the materials relevant to developing thinking students who can BUILD TEXTS AND CURRICULUM WITHIN THEIR MINDS FOR THE REST OF THEIR LIVES.

Workman's Compensation-- How it Affects You

Even though you may never have been hurt on the job, the chances are you're covered by Workers Compensation Insurance and enjoy the security it provides. Today, about ninety percent of the wage and salary employees in the United States are covered under workers compensation laws. Workers compensation insurance protects a group of workers earning more than \$900 billion each year.

Who pays for this protection? Employers! Not a single penny has ever been deducted from your paycheck to cover the cost of the protection you enjoy every working day. Unlike most forms of insurance, workers compensation is not paid for by its beneficiaries. The typical employer on a national basis pays on average \$3.24 for every \$100 of payroll in order to cover workers against the cost of occupational hazards. In a single year, those payments are more than \$35 billion.

The cost of providing workers compensation insurance to businesses in this country has risen

rapidly in recent years, a trend which is, at least in part, reflected in premium increases to employers. Some of the reasons for these rapid cost increases include: higher wages, which mean higher benefit costs, medical costs, which have outpaced inflation and broader coverage, workers compensation pays for a broader range of work-related injuries and diseases than it did a decade ago.

Each year, nine out of every 100 full-time workers suffer an occupational injury or disease. These hazards result in over 38 million lost work days annually. The total economic losses associated with work accidents amount to billions of dollars each year. Statistics can't reflect either the pain and suffering of injured workers and their families or the security workers feel knowing they're covered by workers compensation.

The National Council on Compensation Insurance is a voluntary, non-profit ratemaking organization that prepares and administers rates for workers compensation insurance.



Mrs. Bush Chairs Leukemia Fight

Mrs. Bush has encouraged the work of the Leukemia Society of America since 1981, when she became the Society's honorary chairman. In 1952, when she and her husband lost their daughter, leukemia was a mysterious disease without clues for prevention, treatment or cure. Most patients could expect only a few months of life after such a diagnosis.

In 1990, many people with leukemia live normal lifespans thanks to the extraordinary advances in research and treatment by the Leukemia Society of America.

Many Americans will be tuning in to the Society's Televent on August 4th and 5th in support of the battle against leukemia and related diseases. National televent sponsors include Chemical Bank, Regis Corporation, DialAmerica Marketing, American Postal Workers Union, and Harrah's Marina Hotel Casino. Televent hosts include Steve Allen, Shirley Jones, Gordon Jump, Monty Hall, Jayne Meadows, Martin Landau, Harvey Korman and Frank Bonner.

Are You Eligible For Vaccine Injury Funds?

Black Advertising Revenues Primed by New Magazines The Future of Minority Magazines as a Base for Advertising Revenue

By Dr. A. Lee Henderson



Dr. A. Lee Henderson

Attention parents: October 1, 1990 is the deadline for filing a claim with the Federal Government's National Vaccine Injury Compensation Program for injuries occurring before October 1988 from one of the following childhood vaccines:

- Diphtheria and tetanus toxoids and pertussis vaccine (DTP)
- Measles, mumps and rubella vaccine
- Oral polio vaccine
- Inactivated polio vaccine.

Vaccination is the safest and best way to protect a child against a number of illnesses. However, in rare cases, children have had severe adverse reactions after receiving a vaccine.

The National Vaccine Injury Compensation Program provides a simplified way to resolve claims for compensation for certain vaccine-related injuries. Using this no-fault system, petitioners do not need to prove that those who manufactured or administered the vaccine were at fault. They must prove only that the vaccine is related to the injury.

Claims for injuries incurred before October 1, 1988 must be filed by October 1, 1990. After that date, claims may be pursued in civil court.

If the vaccine-related injury occurred on or after October 1, 1988, you have more time to file a claim. Call the hotline number listed below to obtain precise deadlines.

A claim can be made by a person who has been injured by a vaccine, or by that person's parent, guardian or trustee. Claimants must file a petition with the U.S. Claims Court in Washington, D.C.

The maximum death benefit is set by law at \$250,000. For injury cases, the amount of payment is determined by the court based on the needs of the individual and the extent of injury.

For more information on the program, you can call HRSA's toll-free hotline: 1-800-338-2382.

AUTOMOBILE CLUB OF OREGON

Gasoline prices increase...again

Despite a substantial reduction in the price of oil, prices at Oregon's gas pumps haven't reflected that change. Instead, the average price per gallon recorded in Oregon AAA's August 29 fuel survey increased by 4 cents in the past week. The average price of gasoline has increased by 22.3 cents per gallon since the July 4 holiday. The nation average increased 23.2 cents per gallon between August 1 and August 29. The national average price for self-service unleaded gasoline increased 3.3 cents per gallon between August 24 and 29. The highest price recorded in the August 29 Oregon fuel survey was \$1.779 for full service Super Unleaded gasoline. The lowest price noted was \$1.219 for mini service Regular. Both prices were recorded in Portland. Current Prices are listed below:

MINI SERVICE: Regular, \$1.240; Unleaded, \$1.334; Super Unleaded, \$1.534; FULL SERVICE: Regular, \$1.261; Unleaded, \$1.395; Super Unleaded, \$1.538. Motorists are strongly encouraged to conserve fuel-and to drive safely.

SEPTEMBER IS NATIONAL SICKLE CELL AWARENESS MONTH!

THE FOLLOWING EVENT WILL TAKE PLACE THIS MONTH

WHO: The Portland Sickle Cell Anemia Foundation, 3833 N.E. Killingsworth Street, Portland, OR 97211.

WHAT: Step for Sickle Cell Walkathon, (Will benefit the Aids and Sickle Cell Educational Program components).

WHEN: Saturday, September 29, 1990.

WHERE: Whitaker Middle School Track, 5700 N.E. 39th Avenue, Portland, OR 97211.

TIME: 9:00 A.M. -12:00 P.M. (Registration at 8:00 A.M. and Runners at 8:30).

COST: \$3.00 for those who sport Green and White, \$3.50 for all others-Sponsors are needed.

SPONSORS: McDonalds, Marriott, Albertsons, PPS District, Hilton, & Skanner.

FOR INFO: Contact Marica Taylor (503) 249-1366. Volunteers needed!

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Yet there is always an innovative magazine project or media can shift the emphasis to a new entity.

The gambling odds against the success of USA Today would have made me rich, had I taken on those bets, which saw disaster in the wake of thimblefuls of digest news, daily, becoming a national media sensation.

We have to be ready for the entrepreneurial adventure.

The media marketplace is one that we cannot afford to overlook since it is our dollars that generate so much revenue for those who do take advantage of it!

Advertising agencies which target black consumers say that they are not closed down to newcomers and that the varied needs of the black community are attractive to them. Indeed, the Mingo Group, a New York advertising agency, helmed by president Samuel J. Chisholm, is on the lookout. And so is Jamison and Leary Advertising Inc. in New York, notes Charles N. Jamison Jr., executive vice president, although he cautions against the new black magazines being perceived as viable for most traditional advertising budgets.

The frustrations are noted, but do not stop the young Harvard Business School graduate publisher of *Urban Profile* from pursuing his quarterly publication. It offers its 18-to-35-year old black readership a variety of politics and social comment. Its publisher, Keith T. Clinkscales is not alone in pursuing his business dream.

The 11-year-old enterprise *Class* is healthy and continuing to be published by René John-Sandy who conveys its arts-and-celebrity features to a circulation base of American and Caribbean subscribers.

As a pioneer black publisher, I am regarding our economic edge as a significant wedge: more than most, I know the economies to put into motion and how to take advantage of the newest in desktop publishing technology. I know how to mount the printing technologies which can rival the sophisticated, but costly mainstream publishing tactics. Mismanagement can eat overhead, and infect the product with a disease of financial malnutrition that can prove fatal!

Most new magazines resort to measures which invite huge start-up costs: expensive subscription lists and mailings. But I have always, fortunately, isolated a circulation base and market that can be encouraging to those companies seeking to lure a slice of the black market into their advertiser pie.

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